

National Rifle Association of America Political Victory Fund

11250 Waples Mill Road

Fairfax

VA

22030

FEC ID No. C00053553

☐ 24-Hour Notice ☒ 48-Hour Notice

## SCHEDULE E (FEC Form 3X)

## ITEMIZED INDEPENDENT EXPENDITURES

PAGE OF 1 / 7

FOR LINE 24 OF FORM 3X

NAME OF COMMITTEE (In Full)  
National Rifle Association of America Political Vi-  
ctory Fund

FEC IDENTIFICATION NUMBER

C C00053553

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

294821.60

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV Advertising

Category/  
Type

004

Office Sought:

☐ House

State: CO

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☒ Support☐ Oppose

Name of Federal Candidate supported or Opposed by expenditure:

Mr. Kenneth Buck

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107989

Calendar Year-To-Date Per Election

0.00

for Office Sought

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

18818.40

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV Ad Production -  
Estimated CostCategory/  
Type

004

Office Sought:

☐ House

State: CO

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☒ Support☐ Oppose

Name of Federal Candidate supported or Opposed by expenditure:

Mr. Kenneth Buck

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107990

Calendar Year-To-Date Per Election

0.00

for Office Sought

(a) SUBTOTAL of Itemized Independent Expenditures .....

313640.00

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Mary Rose Adkins

Signature

M M / D D / Y Y Y Y  
1 0 / 0 8 / 2 0 1 0

## 24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

FEC ID No.

☐ 24-Hour Notice ☐ 48-Hour NoticeSCHEDULE E (FEC Form 3X)  
ITEMIZED INDEPENDENT EXPENDITURESPAGE OF 2 / 7  
FOR LINE 24 OF FORM 3X

|   |   |
|---|---|
| NAME OF COMMITTEE (In Full)<br>National Rifle Association of America Political Victory Fund         | FEC IDENTIFICATION NUMBER<br><b>C</b> C00053553 |
| Check if <input type="checkbox"/> 24-hour notice <input checked="" type="checkbox"/> 48-hour notice |   |

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

461211.00

Mailing Address  
2130 Priest Bridge Drive, #11City State Zip Code  
Crofton MD 21114Purpose of Expenditure  
TV AdvertisingCategory/  
Type 004Office Sought: ☐ House State: MO  
☒ Senate District: \_\_\_\_\_  
☐ PresidentialCheck One: ☒ Support ☐ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Mr. Roy BluntDisbursement For: ☐ Primary ☒ General 2010  
☐ Other (specify) : \_\_\_\_\_

Calendar Year-To-Date Per Election for Office Sought 0.00

Transaction ID: 37107991

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

63239.44

Mailing Address  
2130 Priest Bridge Drive, #11City State Zip Code  
Crofton MD 21114Purpose of Expenditure  
Radio AdvertisingCategory/  
Type 004Office Sought: ☐ House State: MO  
☒ Senate District: \_\_\_\_\_  
☐ PresidentialCheck One: ☒ Support ☐ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Mr. Roy BluntDisbursement For: ☐ Primary ☒ General 2010  
☐ Other (specify) : \_\_\_\_\_

Calendar Year-To-Date Per Election for Office Sought 0.00

Transaction ID: 37107992

(a) SUBTOTAL of Itemized Independent Expenditures .....

524450.44

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

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Mary Rose Adkins

Signature

M M / D D / Y Y Y Y  
1 0 / 0 8 / 2 0 1 0

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FEC IDENTIFICATION NUMBER

C C00053553

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

33475.56

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV &amp; Radio Ad Production - Estimated Cos

Category/  
Type

004

Office Sought:

☐ House

State: MO

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☒ Support☐ Oppose

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107993

Calendar Year-To-Date Per Election

0.00

for Office Sought

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

461211.00

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV Advertising

Category/  
Type

004

Office Sought:

☐ House

State: MO

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☐ Support☒ Oppose

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107994

Calendar Year-To-Date Per Election

0.00

for Office Sought

(a) SUBTOTAL of Itemized Independent Expenditures .....

494686.56

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

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Mary Rose Adkins

Signature

M M / D D / Y Y Y Y  
1 0 / 0 8 / 2 0 1 0

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Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Mailing Address

2130 Priest Bridge Drive, #11

Amount

63239.44

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

Radio Advertising

Category/  
Type

004

Office Sought:

☐ House

State: MO

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☐ Support☒ Oppose

Name of Federal Candidate supported or Opposed by expenditure:

Robin Carnahan

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107995

Calendar Year-To-Date Per Election

0.00

for Office Sought

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Mailing Address

2130 Priest Bridge Drive, #11

Amount

33475.56

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV &amp; Radio Ad Production - Estimated Cos

Category/  
Type

004

Office Sought:

☐ House

State: MO

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☐ Support☒ Oppose

Name of Federal Candidate supported or Opposed by expenditure:

Robin Carnahan

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107996

Calendar Year-To-Date Per Election

0.00

for Office Sought

(a) SUBTOTAL of Itemized Independent Expenditures .....

96715.00

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

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Mary Rose Adkins

Signature

M M / D D / Y Y Y Y  
1 0 / 0 8 / 2 0 1 0

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Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

481811.64

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV Advertising

Category/  
Type

004

Office Sought:

☐ House

State: OH

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☒ Support☐ Oppose

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107997

Calendar Year-To-Date Per Election

0.00

for Office Sought

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

70321.40

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

Radio Advertising

Category/  
Type

004

Office Sought:

☐ House

State: OH

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☒ Support☐ Oppose

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37107998

Calendar Year-To-Date Per Election

0.00

for Office Sought

(a) SUBTOTAL of Itemized Independent Expenditures .....

552133.04

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

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Mary Rose Adkins

Signature

M M / D D / Y Y Y Y  
1 0 / 0 8 / 2 0 1 0

## 24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

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|---|---|

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

37741.96

Mailing Address  
2130 Priest Bridge Drive, #11

|                 |             |                   |
|-----------------|-------------|-------------------|
| City<br>Crofton | State<br>MD | Zip Code<br>21114 |
|-----------------|-------------|-------------------|

Purpose of Expenditure  
TV & Radio Ad Production - Estimated CosCategory/  
Type 004Office Sought: ☐ House State: OH  
☒ Senate District: \_\_\_\_\_  
☐ PresidentialCheck One: ☒ Support ☐ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Mr. Rob PortmanDisbursement For: ☐ Primary ☒ General 2010  
☐ Other (specify) : \_\_\_\_\_

Calendar Year-To-Date Per Election for Office Sought 0.00

Transaction ID: 37107999

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

351155.80

Mailing Address  
2130 Priest Bridge Drive, #11

|                 |             |                   |
|-----------------|-------------|-------------------|
| City<br>Crofton | State<br>MD | Zip Code<br>21114 |
|-----------------|-------------|-------------------|

Purpose of Expenditure  
TV AdvertisingCategory/  
Type 004Office Sought: ☐ House State: PA  
☒ Senate District: \_\_\_\_\_  
☐ PresidentialCheck One: ☒ Support ☐ OpposeName of Federal Candidate supported or Opposed by expenditure:  
Mr. Patrick ToomeyDisbursement For: ☐ Primary ☒ General 2010  
☐ Other (specify) : \_\_\_\_\_

Calendar Year-To-Date Per Election for Office Sought 0.00

Transaction ID: 37108000

(a) SUBTOTAL of Itemized Independent Expenditures .....

388897.76

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

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Mary Rose Adkins

Signature

M M / D D / Y Y Y Y  
1 0 / 0 8 / 2 0 1 0

## 24 / 48 HOUR NOTICE OF INDEPENDENT / COORDINATED EXPENDITURE, on :

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## ITEMIZED INDEPENDENT EXPENDITURES

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National Rifle Association of America Political Victory Fund

FEC IDENTIFICATION NUMBER

C C00053553

Check if ☐ 24-hour notice ☒ 48-hour notice

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

16160.94

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV Ad Production -  
Estimated CostCategory/  
Type

004

Office Sought:

☐ House

State: PA

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☒ Support☐ Oppose

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37108001

Calendar Year-To-Date Per Election

0.00

for Office Sought

Full Name (Last, First, Middle, Initial) of Payee

OnMessage, Inc.

Date

M M / D D / Y Y Y Y  
1 0 / 0 6 / 2 0 1 0

Amount

5554.69

Mailing Address

2130 Priest Bridge Drive, #11

City

Crofton

State

MD

Zip Code

21114

Purpose of Expenditure

TV Advertising

Category/  
Type

004

Office Sought:

☐ House

State: MO

☒ Senate

District: \_\_\_\_\_

☐ Presidential

Check One:

☒ Support☐ Oppose

Disbursement For:

☐ Primary☒ General 2010☐ Other (specify) : \_\_\_\_\_

Transaction ID: 37108002

Calendar Year-To-Date Per Election

0.00

for Office Sought

(a) SUBTOTAL of Itemized Independent Expenditures .....

21715.63

(b) SUBTOTAL of Unitemized Independent Expenditures .....

(c) TOTAL Independent Expenditures .....

2392238.43

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Mary Rose Adkins

Signature

M M / D D / Y Y Y Y  
1 0 / 0 8 / 2 0 1 0